Special Insert

Hands On

The Newsletter of the American Massage Therapy Association®

Volume XIV, Number 3 May/June 1998

AMTA Launches National Learning Centers

An impressive slate of speakers is scheduled for the new AMTA National Learning Centers (NLC). They will be held at Asheville, North Carolina, June 5–7 and Minneapolis, Minnesota, July 31 to August 2. It is an answer to members' requests for more affordable continuing education. Each AMTA NLC site will offer up to 16 hours of instruction.

A 12-hour, hands-on session with **Judith Walker Delany (FL)** will offer *Introduction to NeuroMuscular Therapy–Spinal Muscles.* Delany, founder and director of the NMT Center in St. Petersburg, will lead a hands-on exploration of the structural anatomy and physiology of muscles that move, or attach to, the spine. Discussion will include common dysfunction and syndromes of this area.

Each NLC also offers a choice of two in-depth eight-hour hands-on sessions:

In *Seated Therapeutic Massage*, **Ralph Stephens (IA)** will demonstrate that "the chair isn't just for relaxation any more." He will teach specific-seated position therapeutic techniques to address most upper body soft tissue complaints. Stephens is one of the foremost educators in seated massage, yet has a relaxed teaching style.

In her *Aston Body Mapping* session, **Judith Aston (NV)** will teach how to access and record areas of hyper- and hypotension, through discovery of patterns throughout the body. Aston is nationally recognized in the field of movement education, bodywork, and ergonomics. (Asheville only.)

Herbal treatment strategies for conditions commonly seen in massage therapy practices will be taught by **Mitch Coven (NM)**, clinical herbalist, in *Herbal Protocols for Common NeuroMuscular & Stress Disorders*. He will present protocols for fibro-myalgia, chronic pain, arthritis, ischemia, athletic pain, circulatory disorders, and herbal anti-inflammatories. He also will discuss herbal applications for stress disorders, because they are interwoven with many neuromuscular problems. Coven has 16 years of clinical experience blending herbal medicine with massage therapy. (Minneapolis only.)

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Special Insert: Reprint of *Newsweek's* Massage Article

Life, Prevention, *and now* Newsweek. *Recently, these top national magazines have increased the public's awareness of the efficacy of massage therapy. Their articles are the result of much work by AMTA volunteers and staff. The latest article, in* Newsweek, *represents working with the writer for four months.*

Such publicity gives AMTA members not only pride but also referrals. With the publication of each new article, AMTA's office experiences a surge in telephone inquiries. This response demonstrates the effectiveness of the AMTA's Marketing Plan. News media recognize AMTA as the leader of the profession and refer to it in articles. There was a 100 percent increase in articles on massage this year, reaching more than 300 million readers.

A reprint of the April 6 Newsweek *article, "The Magic of Touch" is enclosed with this issue. It can be a valuable tool in educating clients about the benefits of massage.*

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Meet the Staff

AMTA Member Services Director Tanya Cojulun has been with the Association for seven years. During her tenure, she was a membership assistant, education assistant, and worked with a variety of national committees. Today, Cojulun oversees member services operations to ensure an increase in membership and a high standard of member satisfaction. As a staff liaison, she works with the Membership Committee to develop and execute new membership benefit programs and services. In addition to those responsibilities, she is acting supervisor of the mailroom.

Originally from Philadelphia, Cojulun is a fan of old movies and foreign films, an avid traveler, and animal lover. She enjoys visiting different Chicago restaurants and touring art galleries and museums.

Cojulun takes pride in informing people about the health benefits of therapeutic massage.

Tanya Cojulun

AMTA National Learning Centers

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Four-hour sessions in both ethics and business will give attendees a chance to experience hands-on and practical business education. **Margo Bowman (MI)** will teach ways to help small-business professionals pay the minimum legal amounts of tax. Her class, *Tax and Record Keeping for Health Professionals*, received rave reviews at the 1997 Orlando Education Conference.

Sandy Fritz's (MI) *Ethics and Professionalism* can satisfy the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) ethics requirement. This four-hour session uses a model that offers a framework for ethical decision-making. She will explore the appropriateness of dual roles and scope of practice boundaries.

To receive registration or exhibit information for the new AMTA National Learning Centers, contact Monique Mason at 847.864.0123, ext. 34, or *mmason@inet.amtamassage.org*

Special Newsweek Insert

Between pages 4 and 5 is a reprint of *Newsweek's* April 6, 1998 article about the health benefits of touch. The article directs readers to AMTA for a national list of qualified massage therapists and to the AMTA web site for general massage therapy information.

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Upcoming Deadlines

July 1, 1998
(Sept/Oct Issue)

Sept. 1, 1998
(Nov/Dec Issue)

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Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation, or physical handicap.

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President's Letter

Leadership service for the American Massage Therapy Association and its membership is an adventure. In the first several months of my presidency, I have become more convinced than ever of AMTA's importance to the massage therapy / bodywork profession, in general, and to our membership, in particular. I recommit myself to my reason for being in service on a daily basis.

In my most recent travels, I have been able to communicate with a wide range of persons involved in the profession: national and chapter leaders, school owners, physicians, and researchers. The conversations I have about the Association and the profession are exciting. Here are some samples.

AMTA national and chapter leaders are concerned about our approach to the healthcare community and how that will positively affect members' futures. Massage school owners want to prepare students to integrate with the future healthcare community. Doctors and other primary healthcare providers want to know what kind of support massage therapy can give to their practices and how this team approach may affect their patients. Through valid and published studies, researchers bring more attention to the field of massage therapy. Of course, these are just some of the possibilities for the future that people have told me.

To prepare for the future, the AMTA National Board of Directors spent the first three days of its winter meeting in a retreat atmosphere. The majority of this time was spent team building, discussing a good project reporting process, considering communications for leadership, and building skills in visioning. This last process was the most exciting exercise. Although it may have challenged us in many ways, I am happy that everyone participated to the fullest. It was very useful and important for the leadership to begin to practice looking into, and preparing for, the future. We often do this with other leaders in the field in select conversations. However, AMTA leadership as a whole group has not done a great deal of visioning. This visioning process will serve us very well after the current AMTA Strategic Plan is finalized by members' input through surveys.

Toward this end, a sampling of AMTA members was sent several surveys asking for their input. These surveys will reflect a profile of the AMTA membership and highlight the services members need, both as professionals and as AMTA members. By actively participating to your fullest, you can help us shape the future of the profession and of AMTA, an organization of, by, and for members.

E. Houston LeBrun

Fingerprints

AMTA Members Leave Their Mark

Donohue, Prudden and Adair in Arizona

Prudden at 85

AMTA Vice President **Pat Donohue (NY)** attended an AMTA-AZ chapter meeting earlier in the year. The chapter shared its accomplishments with her. Then Donohue joined AMTA-AZ Board members, **Garnet Adair**, **Margaret Avery Moon**, and **Pattie Stanley** in attending Bonnie Prudden's 85th birthday celebration in Tucson, Arizona. More than 300 people came to celebrate Prudden's contributions to health and fitness. A letter of appreciation from AMTA President E. Houston LeBrun was read to Prudden and the attendees, acknowledging her work in advancing the profession of bodywork therapies.

What's New?

Send your contributions (including pictures) to:
AMTA, 820 Davis St., Ste. 100
Evanston, IL 60201-4444
Attn: Fingerprints - *Hands On*

Conn Presents

Dori Conn (IL) presented a two-hour hands-on workshop on the benefits of massage and relaxation for working professionals to 150 Midwest college and university counselors at the annual Midwest Greek Council Association (MGCA) Conference. Conn's efforts led to similar workshops for four student groups at DePaul and Northwestern Universities.

Symposium Presenter

Nancy Dail (ME) was a faculty presenter at the "Alternative Medicine Symposium: Implications for Clinical Practice" that was sponsored by Harvard University. Dail lead four "breakout" sessions on massage therapy that included discussion of theory and techniques, as well as demonstrations. She has presented at the symposium the past three years.

Massage in Boston Hospital

Arthur Madore (MA) has a private practice at Carney Hospital in Boston. He is the first hospital-based massage therapist in Boston. Most of his clients are treated for chronic pain and traumatic injury. About half of his clients are medical referrals. The March 1998 issue of *Health Management Technology* features Madore's use of A.D.A.M. Interactive Anatomy, a CD-ROM that displays 20,000 anatomical structures. Madore uses the technology to show clients where their problems are, enabling them to visually connect to treatments.

Members Making News

Felicia Brown (NC) was featured in a local news program on WGHP - Fox 8. The segment, *Working Women's Wednesday*, explored Brown's role as a business owner in the Greensboro community. Besides her group practice, she is publisher and editor of a trade newsletter, *Beyond Bodywork: A Guide to Business and Marketing for Massage Therapists and Other Business Professionals*.

Elaine Williams (UT) volunteers her services every week to a young man who suffered a gunshot wound to the head in Argentina, where he was serving a mission for the Church of the Latter Day Saints. In a March issue of Provo's *The Daily Herald*, Williams is featured massaging the victim's legs. The young man's mother said, "He's usually in so much pain that he has a hard time sleeping. He was able to rest a bit while you [Williams] were working on him."

Carl Dubitsky *suffered a heart attack and passed away on February 1, 1998. A former member of AMTA, Dubitsky was director of the HealthSprings Clinic in Boulder, Colorado. He was a founding member of American Oriental Bodywork Therapy Association, member of the first job analysis committee for the National Certification Exam, and part of the team that formed the Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations. He was author of* Bodywork Shiatsu, *reviewed in the Spring 1998 issue of* Massage Therapy Journal®.

Why I Serve: Cheryl Siniakin (PA)

In thinking about "why I serve" the American Massage Therapy Association, I realized that my volunteer efforts for the AMTA-PA Chapter and AMTA National have been exciting, fulfilling, worthwhile, fun, and advantageous.

Exciting because I get to meet and know the people who I only would have known by name from the *Registry* or other publications.

Fulfilling because it is helping me to grow more proficient in my profession by exposure to a variety of exceptional educational experiences, both at the chapter and national levels.

My experience as an officer at the chapter level and committee chair at the national level has proven to be very *worthwhile*. No amount of expense has been spared in providing "top-notch" and "first-rate" educators and professionals for the Continuing Education sessions. My professional work has been greatly enhanced by the educational sessions.

As a volunteer, I have been privileged to be exposed to an association of professionals who have been "mentors" for me in many ways relative to the Association and my profession.

Being involved with the Association has many *advantages* for a professional massage therapist. I have met a group of very sensitive and unique human beings, who spend great amounts of energy to steer the organization into the new paradigm of complementary health care that includes the field of massage therapy. At the same time, my involvement affords me much pleasure, *fun*, and excitement.

AMTA Foundation and Research

The AMTA Foundation will focus on massage therapy research at the 1998 Fall AMTA National Convention at Washington, D.C. Two special AMTA Foundation events at the Convention are:

Poster Presentation

Submissions for poster presentations to be held at the convention are being accepted. Please submit a one to two-page abstract of a completed research project or study-in-progress to the AMTA Foundation, 820 Davis Street, Suite 100, Evanston, IL 60201-4444 by July 1, 1998. Applicants will receive a response by September 1, 1998.

Special Research Scholarship

A special Research Scholarship Grant will be awarded to interested massage therapists for research training. The objective of this grant is to encourage an understanding of research concepts, skills, and methods, thereby advancing the ability of massage therapists to meaningfully participate in the research process. The sum of $750 will be awarded to cover travel and accommodation costs for the Convention at which the AMTA Foundation will be sponsoring research workshops and related activities. Applications will be judged on the following criteria: evidence by the applicant of a sincere interest in enhancing research skills; commitment to massage therapy as a profession; past academic performance; and, financial need.

Complete guidelines and application forms are available from the AMTA Foundation at 847.864.0123, ext. 35, or can be downloaded from the Foundation section of the AMTA web site at www.amtamassage.org The deadline for receipt of completed applications is Wednesday, July 1, 1998.

AMTA Foundation
American Massage Therapy Association Foundation

Council of Schools Meets, Elects Slate

At the January 1998 AMTA Council of Schools (COS) annual meeting at Cancun, Mexico, Claude Gagnon of the Lakeside School of Natural Therapeutics, Milwaukee, Wisconsin, was elected president for 1998-99. Other elected officers include: First Vice President Liesel Orend, Rolf Institute, Boulder, Colorado; Second Vice President Doug Fairweather, Okanagan Valley College of Massage Therapy, Vernon, British Columbia; Treasurer Ivonne Eiseman, Body Therapy Institute, Siler City, North Carolina; and Secretary Liz Ciabocchi, New Center College For Wholistic Health, Education, and Research, Syosset, New York.

Representatives of 27 schools attended the annual meeting. COS also recently completed a successful membership drive, increasing membership by one-third, for a total of 23 new member schools. The total number of schools in the COS is 75.

The next annual meeting will be held January 19–24, 1999 at Corpus Christi, Texas.

Answers to Questions About Scope of Practice

In developing the *Scope of Practice* statement, the Special Committee on Code of Conduct and Scope of Practice involved AMTA membership at every stage of the process. This included a series of public hearings in which discussion and debate on words, punctuation, and intent took place.

Committee members Susanne Carlson and Russ Borner firmly believe that the document below addresses the basis of the massage therapy profession. They wrote that it establishes us "professionally and personally in the content and structure of the AMTA."

The committee's final draft of the *Scope of Practice* was approved by the Board at its February meeting. The committee's answers to questions commonly asked at the public meetings follow.

AMTA Scope of Practice

AMTA defines the Scope of Practice of its members as follows:

Massage or massage therapy is any skilled manipulation of soft tissue, connective tissue, and / or body energy fields with the intention of maintaining or improving health by affecting change in relaxation, circulation, nerve responses, or patterns of energy flow.

Massage or massage therapy may be accomplished manually with or without the use of the following: movement, superficial heat or cold, electrical or mechanical devices, water, lubricants, or salts.

Why do we need a Scope of Practice *at all? If we left out a definition of what we do, couldn't we still do it?*

A scope of practice statement provides the practitioner, the client, the uninitiated, state regulatory organizations, insurance companies, and the mass media descriptive parameters with a clear and precise understanding of the work to be done. This guarantees a match between the practitioner's intention and the client's expectations.

Why doesn't the Scope of Practice *include every conceivable modality that we might ever represent in the Association?*

We know of no one who can enable us to be all-inclusive of every modality known today or that may evolve in the future. Taking a broad and generic approach allows the description to be as all-inclusive as possible and not preclude any appropriate group from representation.

Why doesn't the Scope of Practice *mention specific physiological systems other than circulation and nerve responses? For instance, if I do lymphatic drainage, am I included?*

The committee cannot think of any physiological effects that do not include circulation or nerve responses. The anatomical inclusion of soft tissue and connective tissue is also an attempt to be inclusive rather than exclusive.

How did the committee arrive at the description of what we do?

The committee began with a thorough review of every state and local ordinance that included a definition of scope of practice for massage. It then created a generic statement intended to fairly and completely represent all of them. This statement was sent out to 2,000 randomly selected members of the Association for their review and response. These were folded into a second working draft that was then taken through a vigorous and arduous public review. It has been reviewed repeatedly by association and insurance company legal counsel. In all, a total of 15 drafts, each representing changes made by the membership attending the six public hearings conducted by the committee, were written.

Is it "affect" or "effect"?

This word has changed in each of the iterations produced and it may still require change in the future. We have decided on affect because we do not have adequate research data nor a consistency in method of skill to allow us to stand behind documented effects. We do know that all touch creates affects. We welcome the research.

Does "electrical" and "mechanical" cover magnets? Does "manual" include tools held in the hand while doing massage? Does "mechanical" also include my automated massage table?

Yes.

Will my seaweed wraps be considered a lubricant or salt?

A wrap is not included in this *Scope of Practice* because a wrap is not a manual massage. This does not preclude a practitioner from utilizing one, unless an ordinance or law against it takes precedence.

Why did you not utilize the word "mobilization?"

The work could be misinterpreted to mean bone and joint mobilization that falls outside of massage therapy training and intention and into the scope of osteopathic and chiropractic medicine and physical therapy.

Get Ready for 1998 National Awareness Week

AMTA's 1998 National Massage Therapy Awareness Week (NMTAW) will be held October 25–31, the same week as the AMTA National Convention at Washington, D.C.

In 1997 chapters and members gained a good deal of experience from the successes of the first national effort for NMTAW. Last year, more than 25 chapters reported that each held an event, generated publicity, or received government proclamations for National Massage Therapy Awareness Week.

Still more success is expected in 1998 in educating the public and the news media about the benefits of massage therapy and the quality of AMTA professionals. Several chapters have notified the National Office that they began planning for this year shortly after last year's NMTAW.

Two key themes for this year include:

Massage therapy is an important part of health care and wellness;

AMTA members are highly qualified healthcare professionals interested in the health of the country.

The reason the first theme was chosen was the demand from consumers and third-party payers for information about massage therapy as a part of routine health care.

Part of the national approach for NMTAW will be to communicate these themes to physicians, hospital administrators, health insurance companies, and medical associations.

Once again, the national office will provide chapters with information and materials to help in their local and statewide efforts. And, AMTA will reinforce events for the week by distributing information to national news media, posting a list of local AMTA events on the AMTA web site, and assisting chapters in responding to media inquiries.

Members are encouraged to help their chapters with on-site events at healthcare facilities or conduct on-site events of their own at wellness centers, hospitals, physicians' clinics, or other similar locations. This will provide an opportunity to communicate the key themes and to link with the national efforts. The events and the publicity efforts can be as simple or as detailed as each chapter desires.

The collaborative efforts of chapters, members, and the national office in 1997 showed that NMTAW has the potential to be a major tool in educating the public and the medical community about the benefits and efficacy of massage.

Moving Forward

Highlights of the AMTA National Board of Directors Meeting

The following are highlights of actions taken at the February 1998 Board of Directors meeting.

2000 Convention: Phoenix

The Phoenix Crowne Plaza and Phoenix Civic Plaza were selected for the 2000 AMTA National Convention to be held at Phoenix, Arizona, September 20–24, 2000.

Trade Show

Approval was granted for AMTA representatives to exhibit at the American Academy of Family Physicians Scientific Assembly trade show at San Francisco, September 16–20, 1998.

Sports Exam Site

A testing site was approved for the Event Sports Massage Certification Exam, to be held in July in association with the AMTA National Learning Centers. (See page 8 for additional details).

New Committees

Changes in AMTA committee structure, as proposed by the Special Committee on Governance, were approved. The special committee will next address bylaw and policy issues needed to implement the new structure. The new committee structure will become effective upon board adoption of such bylaws and policies.

Additional Media Spokespersons Needed

Last summer, three members from the key media centers of New York, Chicago, and Los Angeles volunteered to be trained as AMTA media spokespersons. Along with three members of the Board of Directors, they completed an intensive one-day training session in Chicago conducted by a public relations agency. Because of a continuing increase in media attention, one more media spokesperson is needed in each of those cities. And, because of increased media attention in Washington, D.C., another trained spokesperson is needed there, as well.

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Calendar

1998 State

New York State Convention
Hyatt Regency, Buffalo, NY
May 15–17
Contact: NY Chapter Office
516.226.6206
www.516web.com/nyamta/menu.html

1998 Regional

Four State Conference
(OK, MO, KS, AR)
Hilton Inn Northwest
Oklahoma City, OK
September 18–20
Contact: Marcy Roberts
405.840.5828

1998 National

AMTA National Learning Centers in Asheville
Great Smokies Sunspree Resort
Asheville, NC
June 5–7
Contact: 847.864.0123, ext. 34

AMTA National Learning Centers in Minneapolis
Minneapolis Athletic Club
Minneapolis, MN
July 31–August 2
Contact: 847.864.0123, ext. 34

AMTA 1998 National Convention
Omni Shoreham Hotel
Washington, DC
October 28–November 1
Contact: 847.864.0123, ext. 34

1999 National

AMTA 1999 National Convention
Hilton Palacio Del Rio Hotel
San Antonio, TX
September 29–October 3
Contact: 847.864.0123, ext. 34

Media Spokespersons

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Volunteers have done an outstanding job representing AMTA and the massage therapy profession to the media. Any member in these four cities who is interested is encouraged to apply.

In the future, the group of spokespersons will be expanded to other key media centers. Interested candidates should practice out of a massage location that looks inviting and professional in photographs and on television. Spokespersons should be comfortable talking in front of a camera or on the radio and be flexible enough in their schedules to promptly accommodate on-deadline media requests. Often, reporters and producers need interviews within a few hours.

Professional members from any of these four cities who are interested in helping AMTA as media spokespersons should contact Christa Thomas at 847.864.0123, ext. 33 or *cthomas@inet.amtamassage.org*

Event Sports Massage Certification Exam

The Event Sports Massage Certification Examination will be given Thursday, July 30, 1998, a day before the AMTA National Learning Center opens in Minneapolis. The site will be the Minneapolis Athletic Club. All AMTA members in good standing with current Professional status who meet exam applicant criteria may take it.

Obtain registration materials and criteria requirements, from Dina Lindenberg at 847.864.0123, ext. 43, by fax at 847.864.1178, or email at *dlindenberg@amtamassage.org* The deadline for registration is July 10, 1998.

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